

On the Threshold of Our Life's Ambition

Clarksburg, W. Va., Aug. 17, 1916.

DEAR PUBLIC:—

NEW STORE BUILDING FOR THE NUSBAUMS

On South Third Street is Soon
to Be Built by Senator
Nathan Goff.

United States Senator Nathan Goff will shortly erect a modern four-story business block where the Nusbaum clothing store on South Third street now stands. The contract has been let and the building is to be completed by January 1 next. The architecture is by Holmboe and Lafferty and that firm will supervise the erection of the building. The structure will have a frontage of thirty-seven feet and will be seventy-five feet deep, covering merely the site of the old store building. It is to be of steel, stone and brick and will cost in the neighborhood of \$50,000.

The contractor is the Hiram Lloyd Building Construction Company, of St. Louis, which erected the Washington Irving high school building and representatives will arrive here Monday to arrange for the erection of the building, which will be begun within the next three or four weeks. The Nusbaum concern has been notified to vacate within the next two weeks, but as its immense stock of clothing reaching an invoice of fully \$150,000 will be hard to place, it is doubtful whether the rooms will be vacated inside of three or four weeks.

The new building will be occupied by the Nusbaum Company, which in the meantime will have a store at another point in the city besides its West Main street store.

The Nusbaum store first opened for business in Clarksburg in the year 1879, or thirty-seven years ago and it has been in business here ever since. Mammie Nusbaum has grown old with the store in point of age, but more and more progressive in spirit with the more and more modern and larger stores. His associates are also modern business men, and the Nusbaum trade is vast. The concern has been clamoring for several years for a modern business place, but Senator Goff desired to acquire adjacent space which finally it was found could not be obtained.

The new store building will be strictly modern in every particular. The interior will be so arranged as to make the conduct of the store easy and speedy. There will be elevators and every other equipment which goes with a modern city store.—(From Clarksburg Sunday Telegram, August 13, 1916.)

For years and years—yes, away back in 1879, after 37 years of business we have been preparing for the coming signal event of our whole business career. We are at least (after laboring with a determination, which no tide of counter currents could quench) we are at last, after all these years of effort, we are going to have a new home. A permanent home. Back of all these years are mileposts on which are chiseled a record that makes clear the cause of our advancement and growth.

Born in 1879 the Nusbaum business was cradled in one small room, but it was even then that the foundation of our big white steel-bound new home was laid, which is soon to become our permanent home. This news is sudden—good news, and were it not good news we should have died of excitement, "but joy never kills." We now have about 10 business days to welcome you under the old roof, where, for so long we have been meeting you—you people of Clarksburg and entire surroundings. For all these many years you have been loyal to us. Your confidence in us has never wavered. You nursed us during our cradle age, fostered us during our "boyhood days", and you have maintained us since we have matured.

We are about to take the greatest step forward in our business career. We are about to assume a greater work, to successfully complete which we must depend on a continuance of years long loyalty which has brought us to our present stage of advancement.

As is told above, the news for us to vacate came sudden—very sudden. We were really not prepared at the time. All during the past season we purchased new Fall and Winter merchandise—bought heavily and now, day by day this new highest quality apparel is rushing in, and in the face of it all we must move in so short a time—10 days. Thing what this means to us, with a stock of only the most representative merchandise in America aggregating one hundred and fifty thousands of dollars worth, we have but 10 days' time to move it all, but we are going to do it. We will and must, and low prices during our mammoth Removal Sale will help.

ONE WORD MORE—About our Removal Sale, which has as its opening day Thursday, August 24, we want to stock our new store from basement to the top floor with new merchandise, perhaps there's a store pride back of this desire. If so we think it justifiable pride and we are willing to pay for it by closing our eyes to whatever money loss we sustain in disposing of all present and incoming Fall stocks. It is all good merchandise, new and seasonable—the very best that money can buy anywhere. Just such goods as you can use now and in the future.

Throughout the store—on every floor and every department—will be shown staple merchandise for service all through the year and all marked for quick and instant disposal.

This 10-day Removal Sale starts Thursday, August 24, at 8:30 o'clock, a. m.

Nusbaum's

Clarksburg, W. Va.

37 years on Third street.